

A Whole Community Approach to Disaster Planning and Management



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Objectives

- Understanding the “whole community” philosophy
- How to use existing infrastructure
- Create coalitions
- Public engagement for personal responsibility

Whole Community Defined

- Is a means which residents, emergency management, public and private entities can assess and understand the needs of the community
- Begin operational based discussions
- Identify risks
- Organize, strengthen assets and capabilities
- Community continuity planning

Operational Based Discussions

Familiarize community with:

- current plans, policies, agreements & procedures
- develop new plans

Form of seminars, workshops, tabletop exercises or games that simulate operations

The Community



Photo courtesy of Mark Wolfe/FEMA

Private/public, nonprofit business, faith based, retail, schools, disability organizations, professional associations, general public along with the usual suspects, local, tribal, state and Federal partners

Preparedness

- Preparedness means something different to each entity
- Each has own priorities, different decisions and ways of planning
- Or none at all
- Most plan for the infrastructure being in place
- 911 is their response plan



Challenges for Emergency Management

- Public engagement and maintaining it
- Understanding the diversity of each entity
- Knowing their level of preparedness
- Entities investment
- Emerge with a cohesive plan of all hazard planning to prevent, protect, mitigate, respond and recover

Mitigation



Photo courtesy of Mark Wolfe/FEMA

Benefits of Whole Community Planning

- Shared, informed understanding of needs, risks and capabilities
- Establishment of relationship across communities
- Integration of resources
- Stronger social infrastructure
- Increased individual preparedness
- Everybody has skin in the game

Understanding Your Community

- Know the demographics
- Know languages, traditions, values
- Know the city planners and events
 - If there is going to be events which would bring a large number of visitors to the area
- Know where the real conversations/decisions take place
 - community centers, local tap, barber shop, coffee shop, places of worship

Demographics Are Changing

- Senior population is growing
- People with disabilities/chronic conditions are living in communities instead of institutions
- Diverse ethnic background
- Home schooling, work from home
- We live differently due to technology

The Numbers

- Population 309 million in 2010
- Estimated 439 million in 2050
- Estimated that 82% of that increase will be immigrants and their families
- Elderly 12% in 2000, est. 21% in 2050
- 2012 50% of the births are minority
- Urban sprawl or “megaregions”
- Creates interlocking economic systems
- Rust belt is de-populating
- Economic and population growth on the coast

New and Ongoing Challenges

- Meeting the needs of elderly, access and functional
- Ethnic and language barrier
- Climate change
- Deteriorating critical infrastructure
- Terrorist threat
- Money

Resources

- US census
 - www.census.gov/
- American Community Survey
 - www.census.gov/acs/
- State Data Center
 - www.iowadatacenter.org/
- Can use as planning tool
- Will provide percentages not hard numbers
- Population, age, language in the county

Possible Partnerships

- Sports clubs
- Schools
- Disability community
- Scout troops
- Faith based
- Social clubs
- Groups that are unique to your area

Who Else?

- Connect with providers, services that interact with the public regularly
- ISU Extension
- Energy assistance and weatherization programs
 - Work a component into the application
- Food banks
- Faith based, dedicate a Sunday sermon periodically towards preparedness and volunteerism
- Disability community will know how to get assistive technology, accessible transportation, service providers in the area
- Use to disseminate information

And

- Grocery stores, pharmacies, medical clinics
- Hair salons, barber shops, nail salons
- Convenience stores, restaurants, local watering holes
- Anywhere there is traffic, there is conversation
- You want your message to be the topic
- Don't need hard product, build resources on county website

Public/Private Sector

- Business plays an important role in resilient communities
- Must know their role
- Must have business continuity plans
- Help them with that process

Town Hall Meetings

- Open meetings public input
- Have an agenda and stick to it - consider a facilitator
- Goal is to get away from rescue mentality to a prepared mentality

Photo courtesy of Mark Wolfe/FEMA



Social Media/Networking

- Use Facebook, Twitter for message dissemination, information, planning tips
- Low cost, high impact
- Social networking accounts for 22% of time online
- Over 234 million over age 13 use mobile device
- Average 400 million tweets per day
- There is upkeep

Local Media

- Get all the air time you can
- Try to get a regular time to update the community
- Be the face of planning and response
- Sell what it is you do
- Important to differentiate between preparing and routine emergencies

Review

- Whole Community planning cultivating and sustaining relationships
- Will take time upfront
- Commitment from more than just the response community
- Resource smart
- Identifies critical infrastructure



Possible Partners

- CERT Teams
 - Community Emergency Response Teams
- VOAD's
 - Voluntary Organizations Active in Disaster
- LEPC
 - Local Emergency Planning Committees
- Keeps these teams engaged during down time

Task Out Maintenance

- Put the experts in charge or lead
- Check in periodically, let them meet
- Use technology to maintain contact
- Become a virtual participant

What They Can Do

- Transportation - use service providers, disability community, faith based to identify accessible transportation, drivers
- Maintain resource list
- Sheltering - expand volunteer base to work with service providers, faith based
- Using churches for sheltering, establish response network within congregation

More Benefits

- Public engagement
- Response effective and cost effective
- Educating the public about donations management - what you really need
- Educating the public on personal preparedness

Changing Face of Emergency Management

- Not just for disasters anymore
- Intrinsic part of the community
- Must be included in community planning and infrastructure
- If community leaders only engage during disaster you already know the outcome
- Whole Community Planning gets your foot in the door

Questions?



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